

Digital Survey Memorandum US 29 Bus Rapid Transit (BRT) Project Summer 2017

Between July and September of 2017, the US 29 Bus Rapid Transit (BRT) project team solicited feedback on local bus routes using a digital survey instrument. The survey asked participants which bus routes they ride, where their most common trips start and end, why they use transit, and, for non-riders, what might encourage them to start riding the bus. Participants were also asked a series of trade off questions where they had to choose between two scenarios. For example, one question asked if the participant would prefer a shorter walk to the bus stop and a longer wait for the bus or a longer walk and a shorter wait time. Another question asked if the participant would prefer either a bus service that arrived frequently but required a transfer or a less frequent one-seat ride. Participants were given the opportunity to provide comments on the routes they ride, and were asked to answer some voluntary demographic questions to help MCDOT gather Title VI data. Responses were solicited via e-blasts to US 29 interested parties lists, and also at pop-up events where project team members were equipped with iPads to administer the survey. Team members also handed out flyers with the survey URL and instructions at transit hubs.

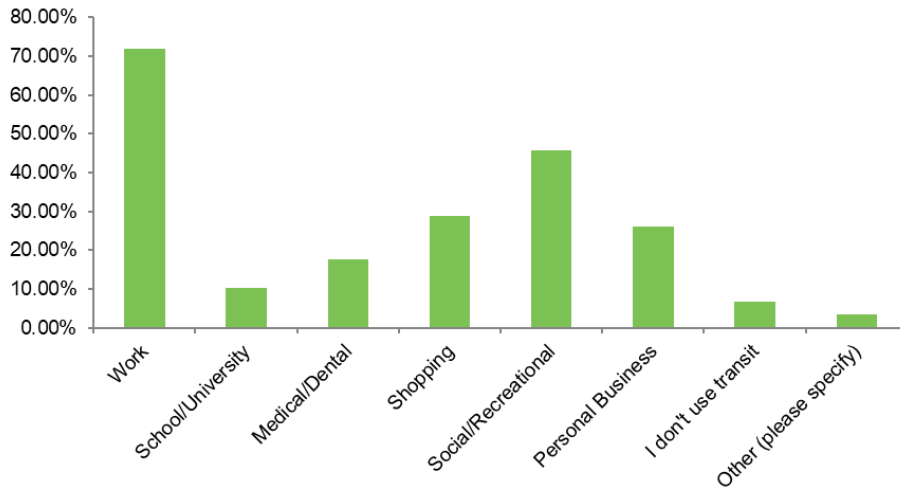
The survey received 183 responses. There was at least one respondent for each of the 25 bus services in the project corridor (including ten Ride On routes, nine Metrobus routes, and six MTA commuter routes¹), except for MTA Commuter Bus 202. As shown in **Table 1**, more respondents reported riding the Z8 than any other single line (12 percent of respondents). After the Z8, the most commonly selected routes were the Z2, the Z6 and the Ride On 8 bus (eight percent of respondents each). The most common use of the bus (**Figure 1**) was to get to and from work (72 percent of respondents), with social/recreational activities the second most common use (46 percent).

¹ These include Ride On routes 3, 8, 9, 10, 13, 14, 19, 21, 22, 39; Metrobus routes C2, C4, C8, K6, Z2, Z6, Z7, Z8, Z11; and MTA commuter bus routes 201, 202, 204, 305, 315, 325.

Table 1: Bus Routes Used by Survey Respondents

Route	Count of Responses	Percentage of Total Responses
Ride On 3	2	1.3 percent
Ride On 8	12	7.7 percent
Ride On 9	11	7.1 percent
Ride On 10	3	1.9 percent
Ride On 13	1	0.7 percent
Ride On 14	8	5.2 percent
Ride On 19	3	1.9 percent
Ride On 21	6	3.9 percent
Ride On 22	3	1.9 percent
Ride On 39	4	2.6 percent
Metrobus C2	5	3.2 percent
Metrobus C4	3	1.9 percent
Metrobus C8	3	1.9 percent
Metrobus K6	4	2.6 percent
Metrobus Z2	13	8.4 percent
Metrobus Z6	13	8.4 percent
Metrobus Z7	7	4.5 percent
Metrobus Z8	19	12.3 percent
Metrobus Z11	9	5.8 percent
MTA Commuter Bus 201	2	1.3 percent
MTA Commuter Bus 202	0	0.0 percent
MTA Commuter Bus 204	1	0.7 percent
MTA Commuter Bus 305	3	1.9 percent
MTA Commuter Bus 315	1	0.7 percent
MTA Commuter Bus 325	1	0.7 percent
I do not ride the bus.	7	4.5 percent
Other	11	7.1 percent
TOTAL:	155	100.0 percent

Figure 1: Reasons for Using Transit Along the US 29 Corridor



Forty-five respondents answered the question, “If you don't use transit, what might make you start using transit?” (Note that many of these respondents indicated earlier in the survey that they do, in fact, use transit.) The most frequent responses referenced:

- Slow service
- Unreliable service
- Infrequent service

The most commonly cited barrier to more transit usage was the slow speed of the bus (20 percent of the responses used the words “faster” or “quicker”, and several others communicated similar concepts without using either of those words), with reliability and lack of frequent service also common concerns.

In the trade off questions, survey respondents expressed a willingness to walk farther to a more frequent bus, with 70 percent of respondents either preferred or strongly preferred to walk longer distances to get to a bus with lower headways (**Figure 2**). Just over half of the respondents preferred single-seat service as opposed transferring between higher frequency routes, with 52 percent of respondents expressing a preference for a less frequent, direct service to their destination (**Figure 3**).

Figure 2: Results of Preference Question on Distance to Bus Stops

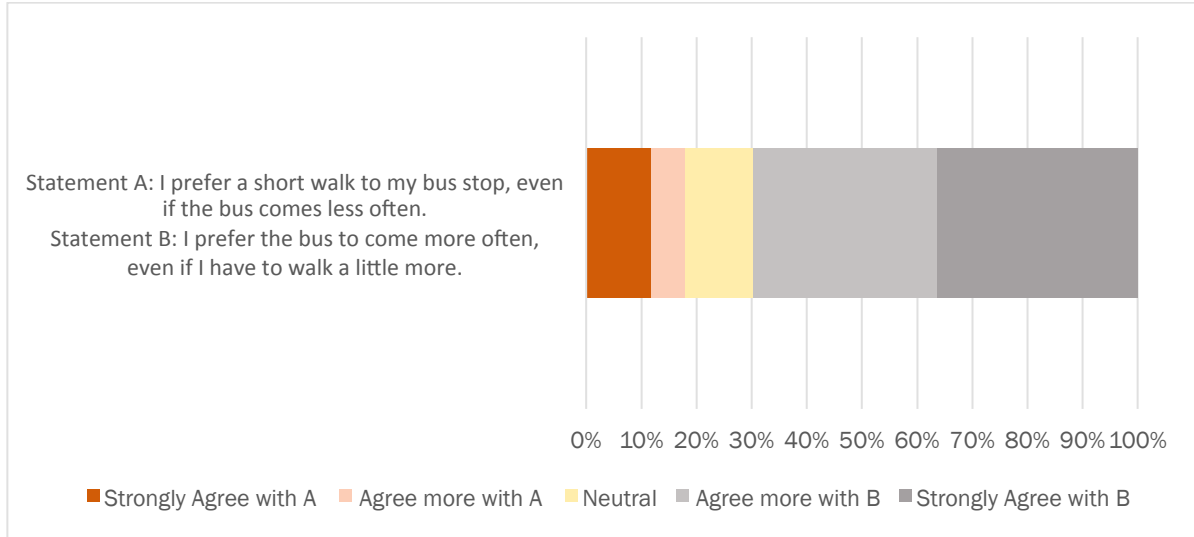
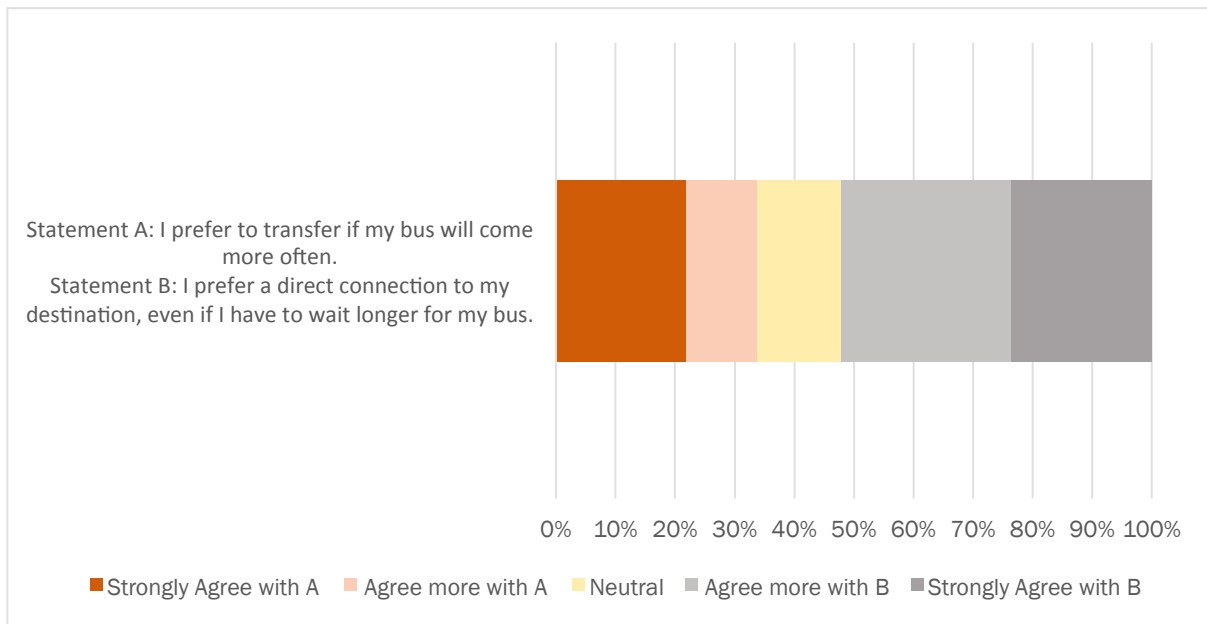


Figure 3: Results of Preference Question on Willingness to Transfer



Survey respondents, when prompted for ways to improve the buses they ride, asked for:

- (29 percent) More bus service, including:
 - Expanding the span of service
 - Reducing headway
- (18 percent) More reliable service, including:
 - Better on time performance
 - Less bus bunching
 - Consistent provision of scheduled service
- Other concerns, including:
 - Safety on buses
 - Safe pedestrian access to bus stops
 - Rude bus operators
 - Discourteous or aggressive bus riders